FAQ section

Frequently asked questions about oral smokeless products

Find answers about nicotine pouches, snus, and snuff.

Click on the questions below to find your answer

How does a nicotine pouch work?

What is ZYN?

What's the difference between nicotine pouches and snus?

Snus and nicotine pouches both avoid burning, making them a far better choice than continued smoking. However, although snus and nicotine pouches are similar in appearance and are both used in the mouth, there are differences between them.

While snus is made from tobacco, nicotine pouches do not contain tobacco leaves.

Nicotine pouches generally contain nicotine that is extracted from tobacco combined with fillers—such as natural polymers, cellulose, pH adjusters, stabilizers, and flavors. However, some pouches use synthetic nicotine.* They are pre-packed in organic cellulose pouches. The nicotine is delivered in a similar way to traditional Swedish snus products.

While nicotine is addictive and not risk-free, oral smokeless products are a better alternative than continued cigarette smoking.

Find out more about oral smokeless products, including the differences between them, how they work, and more.

** PMI's smoke-free products use nicotine derived from tobacco, not synthetic nicotine.*

Do nicotine pouches contain tobacco?

How much nicotine is in nicotine pouches?

What's the difference between snus and snuff?

Are nicotine pouches less harmful than smoking cigarettes?

How much nicotine is in a pouch compared to a cigarette?

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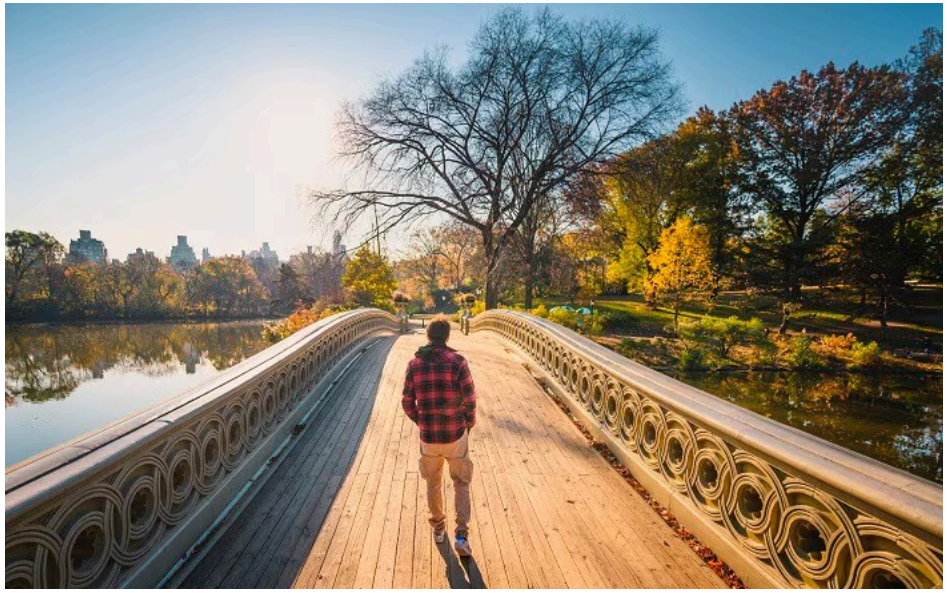

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